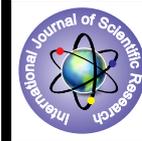


## A Descriptive Analysis on the Influence of Demographic Factors towards the Effectiveness of Advertisements in select Media



### Commerce

**KEYWORDS :** Advertising media, effectiveness, influence, demographic factors

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### ABSTRACT

*Though there are several media, the socio-economic characteristics and perception of the audience decides the popularity of the media to a very great extent. In order to capture the perception of the audience belongs to the different category of advertising media; it is of crucial importance to study their demographic factors. Hence, this paper aims to describe the various demographic factors of the respondents which are influencing the effectiveness of advertising media. For this purpose, Dharmapuri District was chosen as sample area and the sample respondents were selected by using simple random sampling as well as snow-ball sampling technique. A well structured questionnaire was used to collect the data from the 150 respondents. The collected data were subject to analysis with appropriate statistical tools and the results reveals that there is a high level of significance in the audience's demographic characteristics in influencing the effectiveness of the various advertising media.*

### Introduction

The objective of advertising is to accomplish a specific communication task with a specific target audience during a specific period of time. Thus the overall aim is to inform, to persuade and to remind. The advertising which aims to inform is used heavily when a new product category is being introduced. In this case, the aim is to build primary demand. The advertising which aims to persuade is used when the competition increases for the product. The reminder advertising or advertising which aims to remind is important for mature products-it keeps consumers thinking about the product. Thus, it aims to create desire for the product. The major element of advertising strategy is media selection for advertisement. Media are the means or vehicle by which advertising messages are carried to the target audience comprising of the readers, viewers, listeners and users of television, radio and web respectively. They provide the channel of communications to reach the messages in the right place at the right time to the right kind of people-the target audience. Thus, the present paper, discusses about how the demographics namely age and gender of the respondents influence their grading of the different media for effectiveness of advertisements.

### Review of related Literature

Lavidge and Steiner (1961), developed a model for measuring advertising effectiveness. According to them, advertising effectiveness can be divided into sales effectiveness—using sales volume as gauge; (2) communication effectiveness—using the level that the message is being noticed, understood, accepted, and the level that the message is changing attitude and behavior as gauges. Maheswaran & Meyers Levy (1990), studied the role of message framing in advertising effectiveness which revealed that positive messages emphasize consumers' benefits after using a product. However, negative messages emphasize consumers' loss for not choosing this particular product. Rothman et al., (1993), believes that messages of identical content will produce different impacts on consumers if the messages are framed differently. Ducoffe (1996), found that advertising effectiveness is associated with post-experience of processing any advertisement such as 'inform' and 'persuade' and represent the increased value to the customers and described as being a 'hierarchy of effects'. The 'effect' mentioned here is to change the consumer's mind about a product by changing their attitudes and then by acting it out. Chia-Ching Tsai and Chih-Hsiang Chang (2007) investigated the effectiveness of advertising with physically attractive models on male and female adolescents. The findings suggest that highly attractive models are less effective than those who are normally attractive. Thus, the effectiveness advertisements depend on the use of popular models or celebrity. Although, there are various studies measuring effectiveness of advertisements, the influence of demographic factors such as age and gender are not considered for measuring effectiveness of advertisements in various media.

### Methodology

The present study is based on descriptive analysis using primary data to investigate the objectives and testing the hypotheses.

A well-structured questionnaire was used to collect the primary data. The data used for the purpose of this study were collected for a period of one year from 1st January 2011 to 31st December 2011.

### Statement of the Problem

The various media for advertisements like Newspapers, journals, magazines, Television, Radio Websites and Hoardings play a vital role in stimulating and persuading the buyer to purchase the product. Though there are several media, the socio-economic characteristics and perception of the audience decides the effectiveness of the media to a very great extent. In the advertisement research, it is of crucial importance to study the effectiveness of various media for advertisements. The effectiveness of a media is being influenced by various factors, the most important being the perceptions of the respective audience about the media and the advertisements in these media. Hence, the problem for this present study has been formulated keeping the following questions in mind:

- Does the age group of the audience influence the effectiveness of the advertising media?
- Whether the effectiveness of the advertising media is determined based on the gender category of the audience?
- Which demographic factor of the audience is highly influence the effectiveness of media for advertisements?

### Objectives of the Study

- To analyze socio-economic characteristics of the respondents
- To evaluate the Grading on the effectiveness of advertisements in different media
- To study the influence of age on the grading towards effectiveness of advertisements in various media
- To study the influence of gender on the grading towards effectiveness of advertisements in various media

### Sampling Technique

The geographical area of Dharmapuri District was used as the sample area. The main reason for choosing Dharmapuri District is that it has equal number of urban and rural customers. The Questionnaire was administered in person randomly to a majority of respondents in the study area after oral confirmation that they are the audience for at least two of the media under study. Also, Snowball Sampling Technique was used to collect data from respondents who are stationed faraway from the researcher. On this basis the questionnaire was administered to 180 respondents with a yielding rate of 83.3 % (150 usable Questionnaires).

### Statistical Tools applied for analysis

The techniques used for analysis are Frequency analysis, Chi-Square test, cross tabulation, Correlation and One sample 't' test

### Analysis and Interpretation

#### Objective 1: Analysis on Socio-economic characteristics of

**the respondents**

The various socio-economic characteristics of the respondents were subjected to frequency and chi-square analysis and the results are tabulated in this section.

**Table 1 Age group-wise classification of the respondents**

Sl No.	Age Group	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Below 25 years	66	44.0	63.000 df=4 p=0.000
2.	35 – 45 years	19	12.7	
3.	45-55 years	33	22.0	
4.	55-65 years	22	14.7	
5.	Above 65 years	10	6.7	
	Total	150	100.0	

It is clear from Table 1 that 44% of the respondents are under 25 years of age, 12.7% are between 35 and 45 years of age, 22% of them are between 45 and 55 years of age, 14.7% of them are between 55 and 65 years of age and 6.7% of the respondents are above 65 years. Thus, majority of the respondents belong to the age group of below 25years. Further, the test of significance using Chi-Square test (Chi-Square = 63; df=4; p=0.000) revealed that the respondents differ significantly based on age.

**Table 2 Gender wise classification of the respondents**

Sl No.	Gender	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Male	107	71.3	27.307 df=1 p=0.000
2.	Female	43	28.7	
	Total	150	100.0	

It is evident from Table 2 that, 71.3% of the respondents are male and the remaining 28.7% of them are female. Thus, the majority of the respondents are male. Further, the chi square test (Chi-Square = 27.307;df=1;p=0.000) reveals that the respondents differ significantly by gender.

**Table 3 Classification of the respondents based on their marital status**

Sl No.	Marital Status	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Married	105	70.0	24.000 df=1 p=0.000
2.	Unmarried	45	30.0	
	Total	150	100.0	

It is obvious from Table 3 that 70% of the respondents are married and the remaining 30% are unmarried. Thus, majority of the respondents are married. Further, the chi-square test (Chi-square=24;df=1;p=0.000)reveals that the respondents differ significantly by their marital status.

**Table 4 Classification of the respondents based on their area of residence**

Sl No.	Area of Residence	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Rural	101	67.3	96.160 df=1 p=0.000
2.	Urban	49	32.6	
	Total	150	100.0	

It is proved from Table 4 that 67.3% of the respondents reside in rural areas and the remaining 32.6% of the respondents reside in urbanized areas. Thus majority of the respondents are from rural areas. Further, there is a significant difference in the respondents according to their place of residence as depicted by the significant chi-square value (96.160;p=0.000;df=1).

**Table 5 Educational qualification wise classification of the respondents**

Sl No.	Educational Qualification	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Up to School level	24	16.0	73.800 df=4 p=0.000
2.	UG	30	20.0	
3.	PG	70	46.7	
4.	Professional	13	8.7	
5.	Others	13	8.7	
	Total	150	100.0	

It can be inferred from table 5 that 16% of the respondents have completed only their school education, 20% of them have completed their UG degrees, 46.7% of the respondents have completed their PG degrees and 8.7% of the respondents have completed their professional degrees. Thus, majority of the respondents have completed PG degrees. The test of significance using Chi-square test (Chi-Square=73.80;df=4;p=0.000) reveals that there is a significant difference in the respondents according to their educational qualifications.

**Table 6 Classification of the respondents based on their occupational status**

Sl No.	Occupational Status	Frequency	Percent	Chi-Square (Sig at 5% level)
1.	Private	46	30.7	34.333 df=4 p=0.000
2.	Govt	20	13.3	
3.	Engineer	17	11.3	
4.	Business	49	32.7	
5.	Others	18	12.0	
	Total	150	100.0	

It is clear from Table 6 that, 30.7% of the respondents are working in private organizations, 13.3% of them are working in Government organizations, 11.3% of them are Engineers, 32.7% are doing business and 12% of the respondents are doing other occupation. Thus, majority of the respondents are doing business. The test of significance using Chi-Square test (Chi-Square=34.333;p=0.000;df=4) reveals that there is a significant difference in the respondents according to their occupational status.

**Objective 2: Grading on the effectiveness of advertisements in different media**

The respondents' grading on the effectiveness of advertisements in various media were subjected to one sample 't' test and the results are tabulated and interpreted.

**Table 7 One-Sample Statistics on grading of the Effectiveness of Advertisements in different media**

Sl No.	Media	Mean N=150	Std. Deviation
1.	Television	3.89	0.32
2.	Radio	2.59	0.55
3.	Web sites	3.35	0.62
4.	Journals	2.51	0.62
5.	Magazine	2.47	0.68
6.	Poster / Banners	2.40	0.86

**Table 8 One-Sample Test on grading of the Effectiveness of Advertisements in different media**

Media	t	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Television	149.662	.000	3.89	3.84	3.94
Radio	58.052	.000	2.59	2.50	2.67

Web sites	65.711	.000	3.35	3.25	3.45
Journals	49.563	.000	2.51	2.41	2.61
Magazine	44.388	.000	2.47	2.36	2.58
Poster / Banners	34.210	.000	2.40	2.26	2.54

The One Sample 't' test results are presented in Tables 7 and 8. It is clear from Table 10 that Television media with a mean of 3.89 on a 4 point scale is considered to be an effective media for advertisements. Further, the significant 't' value (149.662) confirms that the finding is significant. Next to Television, websites have good grading among the respondents as depicted by the mean of 3.35. Radio(2.59), Journal(2.51), Magazine(2.47) and Poster/Banners (2.40) follow the grades for effectiveness of advertisements in these media among the respondents. Further all the 't' values are significant depicting the results are significant.

**Objective 3: Influence of age on grading of the Effectiveness of Advertisements in different media**

The influence age of on grading of the Effectiveness of Advertisements in different media was studied by correlation analysis and results are tabulated and interpreted.

**Table 9 Relationship between Age and grading of the Effectiveness of Advertisements in different media**

Media	Pearson orrelation	Sig. (2-tailed)
Television	0.86	.000
Radio	0.55	.000
Website	0.327	.000
Journals	0.189	.000
Magazine	-0.710	.000
Poster/ Banners	-0.450	.000

It is evident from Table 9 showing the relationship between Age and the grading on the effectiveness of advertisements in different media, that all the grading are significantly related to the age. Among the various media, Television (0.86), radio (0.55), Websites (0.327) and Journals (0.189) are positively related with age revealing increase with age resulted in higher grading of the media. On the other hand, Magazines (-0.71) and Poster/ Banner (-0.45) with negative relationship confirm that increase in age resulted in lesser grading of these media.

**Objective 4: Influence of gender on grading of the Effectiveness of Advertisements in different media**

The influence of gender on grading of the Effectiveness of Advertisements in different media was analyzed by cross tabulation and results are tabulated and interpreted.

**Table 10 Influence of gender on the grading of the Effectiveness of Advertisements in different media**

Media	Grading	Gender		Total	Chi-Square(Sig at 5% level)
		Male	Female		
Television	Excellent	14	3	17	Chi= 1.139 p=0.000 df=3
	Good	93	40	133	
	Average	0	0	0	
	Bad	0	0	0	
	Total	107	43	150	
Radio	Excellent	47	19	66	Chi=0.944 p=0.000 df=3
	Good	58	22	80	
	Average	2	2	4	
	Bad	0	0	0	
	Total	107	43	150	

Websites	Excellent	11	1	12	Chi=2.670 df=3 p=0.000
	Good	51	23	74	
	Average	45	19	64	
	Bad	0	0	0	
	Total	107	43	150	
Journals	Excellent	2	1	3	Chi=0.216 df=3 p=0.000
	Good	5	2	7	
	Average	46	20	66	
	Bad	54	20	7	
	Total	107	43	150	
Magazines	Excellent	1	0	1	Chi=3.381 df=3 p=0.000
	Good	9	6	15	
	Average	27	15	42	
	Bad	70	22	92	
	Total	107	43	150	
Poster / Banners	Excellent	11	11	22	Chi=11.778 df=3 p=0.000
	Good	44	17	61	
	Average	44	8	52	
	Bad	8	7	15	
	Total	107	43	150	

Table 10 presents the cross tabulation on gender with the respondents grading on the effectiveness of advertisements in different media. It can be inferred from the Table that irrespective of gender, the grading of the effectiveness of TV media for advertisements is constant. Majority of both male (93) and female (40) respondents have graded Television to be Good in creating effectiveness of its advertisements. Similarly, irrespective of gender, the grading of the effectiveness of radio media for advertisements is constant. Majority of both male (58) and female (22) respondents have graded radio to be Good in creating effectiveness of its advertisements. On the other hand, irrespective of gender, the grading of the effectiveness of Websites for advertisements is constant. Majority of both male (51) and female (23) respondents have graded Websites to be Good in creating effectiveness of its advertisements.

But it is interesting to note that irrespective of gender, the grading of the effectiveness of Journals media for advertisements is constant. Majority of both male (54) and female (20) respondents have graded Journals to be Bad in creating effectiveness of its advertisements. The same trend is seen in the case of Magazines which is graded to be bad in creating effectiveness of advertisements. But, Poster and Banners are considered to be good or average among the respondents irrespective of their gender, in creating effectiveness of advertisements.

Thus, it can be concluded that gender does not influence the grading of different media for the effectiveness of advertisements.

**Conclusion**

The media planners and the media owners should select the right media for the right message based on the audience's perception. Further, they should decide the most effective mass media with high reachability, large number of audience, less expensive, more attractive and above all the media with modern technology that suits the present scenario. Hence the present study has high level of significance in terms of analyzing the audience's demographic characteristics in influencing the grading of the various advertising media.

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